

## Program Data Sheet

Name of Event:		x	Pilot Program
BAY BREEZE SUPER BOWL PARTY			Revised program
			Repeat Program
Date: 2 February 2004	Day of Week: Sunday	Time: 5:30 p.m.	
Location: Bay Breeze C.C.	Information Phone #: 788-3151	Price: \$5.00	
Program Coordinator: Maria P. Jackson			
Phone #: 788-3151	Fax #: 788-2712	e-mail Address: Jacksonm@Monroe.army.mil	
Purpose of the Event: Command Support			
Indicator/Measure of Success: Low participation due to lack of time for planning, a last minute idea with no time for marketing or passing word to the community.			
After Action Report (AAR) Comments from Prior Event(s): N/A			

### Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
Maria Jackson	Publicity	X3151	X2712	jacksonm@monroe.army.mil	Flyers
	Equipment				
	Supplies				
Wendell M.	Audio/video	X3541			2 - 19" TV's on stand
Maria P. Jackson	Decorations				
BBCC Catering	Food & Beverages				
	Procurement				
BBCC/Special Events Staff	Set-up / Clean-up				
	Other				

## After Action Report

Financial Analysis		
Sales:	\$135.00	Notes: 27 people @ \$5.00  Sponsorship M. Price Don Houchins and Maria Jackson work event Decorations
COGS:	\$126.00	
Other Revenues:	\$60.00	
Labor:		
Other Expenses:	127.84	
NIBD:	<span style="color: red;">(-58.84)</span>	

Program Analysis	
Attendance: 27	
Indicator/Measure of Success: Program has some potential for an annual event, properly announced and marketed. Participants enjoyed and appreciated the effort.	
<p>Elements to Change:</p> <p>Planning time: Advance planning needed to promote event, if it should become a yearly event, it will be included in Program of Events,.</p> <p>Limited viewing available with actual setting, once renovations are completed we may be able to set more tables.</p> <p>Additional setting for overflow of participants need to be provided.</p>	
<p>Elements to Eliminate:</p> <p>Free beer and soda. Plenty free food should be available. Customer pay for beer and soda.</p>	
<p>Elements to Add:</p> <p>Pop-corn machine.</p>	
<p>Other Comments:</p> <p>No other Post Competition to this program on going at same time.</p>	